

## DUTY STATEMENT

Employee Name: Vacant	Position Number: 580-520-8338-054
Classification: Health Program Specialist I	Tenure/Time Base: Permanent/Full-Time
Working Title: Communications Specialist	Work Location: 1615 Capitol Avenue Sacramento, CA, 95814
Collective Bargaining Unit: R01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Center for Family Health / Maternal, Child and Adolescent Health Division	Branch/Section/Unit: Outreach and Communications Unit

All employees shall possess the general qualifications, as described in California Code of Regulations Title 2, Section 172, which include, but are not limited to integrity, honesty, dependability, thoroughness, accuracy, good judgment, initiative, resourcefulness, and the ability to work cooperatively with others.

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively (orally and in writing) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and, adhere to departmental policies and procedures.

All California Department of Public Health (CDPH) employees perform work that is of the utmost importance, where each employee is important in supporting and promoting an environment of equity, diversity, and inclusivity, essential to the delivery of the department's mission. All employees are valued and should understand that their contributions and the contributions of their team members derive from different cultures, backgrounds, and life experiences, supporting innovations in public health services and programs for California.

### Competencies

The competencies required for this position are found on the classification specification for the classification noted above. Classification specifications are located on the [California Department of Human Resource's Job Descriptions webpage](#).

### Job Summary

This position supports the California Department of Public Health's (CDPH) mission and strategic plan by performing duties related to the planning, developing, coordinating, implementing, and evaluating strategic planning components of the Maternal, Child and Adolescent Health (MCAH) Division.

The incumbent works under the direction of the Health Program Manager (HPM) I, Chief of the Outreach and Communications Unit (OCU). The Health Program Specialist I (HPS I) is a highly skilled technical program consultant and serves in a key role in advising and assisting the HPM I on communication plans and health education outreach. The HPS I is the liaison for stakeholder

communication and interagency efforts to coordinate program activities across departments. This position requires the incumbent to function independently, communicate effectively, provide effective consultation and technical assistance on communication strategies to the OCU, MCAH Division, and local stakeholders.

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**Special Requirements**

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- ☐ Conflict of Interest (COI)
- ☐ Background Check and/or Fingerprinting Clearance
- ☐ Medical Clearance
- ☒ Travel: 5% - In state
- ☐ Bilingual: Pass a State written and/or verbal proficiency exam in
- ☐ License/Certification:
- ☐ Other:

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**Essential Functions (including percentage of time)**

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- 30% Provide highly skilled, specialized, and complex technical assistance and consultation, partnership, and coordination with MCAH program management and state partners to facilitate the flow of information to and from the Local Health Jurisdictions (LHJ) to the State. Evaluate, develop, organize, and monitor communications plans for MCAH Program Evaluation and Data Systems (PEDS) Branch and Epidemiology, Surveillance and Federal Reporting Section (ESFR) Section. Analyze current trends, research and evaluation data, and conduct needs assessments to determine target audiences. Write and develop culturally appropriate public health education toolkits including, but not limited to, social media posts, videos, talking points, public service announcements. Establish structured outreach, analytics -tracking and reporting procedures. Present OCU and MCAH program information to internal and external audiences. Produce communications deliverables outlined in the Federal Title V grant including public awareness campaigns, communication toolkits, data briefs, and web content. Provide technical assistance to LHJs on their outreach efforts; and assist the HPM I to create MCAH strategic communications plans.
- 25% Lead and coordinate the development of bill analyses, media responses, public records act requests crisis communications, and other drills as needed, under tight deadlines. Consult MCAH subject matter experts (SME) and division leadership to develop talking points, presentations, and press releases. Ensure that materials are thoroughly vetted and routed for approvals, making copy edits and collaborate with SMEs as needed in alignment with Department policies. Ensure that MCAH uses consistent messaging throughout all materials and maintain MCAH's internal talking points folder.
- 25% Coordinate high-level, division-wide public health campaigns with MCAH PEDS and ESFR program leads and build relationships with management and administrative staff at the local level. Responsible for developing MCAH health program curriculum and creating data reporting tools for program implementation. Serves as a liaison for MCAH stakeholder communication and interagency efforts to coordinate health program activities across departments as part of a comprehensive maternal, child, and adolescent health system. Collaborate with Outreach and Communications unit on projects, as needed.

- 15% Serve as the primary liaison on copyright requests. Advise MCAH leadership on copyright approvals and track all requests. Lead and coordinate copyright requests working with MCAH's Public Health Medical Officer and MCAH's contractor to review requests and adaptations. Responsible for drafting copyright permissions letter and submit back to requester.

### **Marginal Functions (including percentage of time)**

- 5% Perform other job-related duties as required.

I certify this duty statement represents an accurate description of the essential functions of this position. I have discussed the duties and have provided a copy of this duty statement to the employee named above.

I have read and understand the duties and requirements listed above and am able to perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation may be necessary, or if unsure of a need for reasonable accommodation, inform the hiring supervisor.)

Supervisor's Name:	Date	Employee's Name:	Date
Supervisor's Signature	Date	Employee's Signature	Date
<b>HRD Use Only:</b> Approved By: EJ	Date 11/2/22		